

Attitudes Towards Photo Radar

Among City of Scottsdale Licensed Drivers

Update

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Prepared for

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INTRODUCTION / METHODOLOGY

Photo radar and red light cameras have been operating in the City of Scottsdale for about six years.

The Scottsdale Arizona Police Department contracted with Behavior Research Center, Inc. to conduct a survey designed to provide an update regarding awareness and opinions of photo radar among licensed drivers residing in the City of Scottsdale. The survey was identical in wording to those used in 1997, 1999, and 2000, with the exception of one open-ended question which was added for the 2000 study and replicated for this one.

Respondent selection on this survey was accomplished utilizing random digit dial methods; the sample consisted of randomly generated telephone numbers selected from prefix banks proportionately representative of all working exchanges in the City of Scottsdale.

A total of 401 adults residing within the corporate boundaries of Scottsdale were interviewed between December 11, 2003, and January 2, 2004.

When analyzing the results of this survey it should be kept in mind that all surveys are subject to sampling error. An estimate of the sample error range for this survey is provided in the following table.

Sample Size	Approximate Sampling Error at 95% Confidence Level (Plus/Minus Percentage of Sampling Tolerance)
402	5.0%
200	7.1
100	10.0
50	14.1

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A copy of the questionnaire is appended to this report.

## EXECUTIVE SUMMARY

- ! As in the prior three studies, awareness of the use of photo radar and red light cameras in Scottsdale remains almost universal, while awareness of the Focus on Safety program remains low.
- ! Awareness among Scottsdale residents of publicity or new stories about it has decreased slightly since the 2001 study. Radio traffic reports remain the primary source of awareness.
- ! Among those who recall publicity or news stories about the program, six in ten report becoming more supportive of the program as a result of what they heard.
- ! Overall support for the program continues at a high, with three-quarters reporting support for the program.
- ! Respondents continue to identify “reducing the number of people who run red lights” and “improving traffic safety” as the primary benefits of the program, followed by a reduction in speeding in Scottsdale.
- ! Almost half of all drivers and six in ten younger drivers report they are more careful to observe speed limits and traffic regulations than they were before the program began, and are more conscientious in Scottsdale than they are when driving in other Valley cities that do not have photo radar and red light cameras.
- ! Consistent with findings in the four prior surveys, respondents believe other Scottsdale drivers are less supportive of the program than the study indicates. About three in ten believe a majority supports the program and two in ten believe most oppose it.
- ! Overall, women are more supportive of the program than men – again, a finding consistent with prior surveys, and support for the program among men has slipped since 2001.

## SUMMARY OF FINDINGS

### AWARENESS AND KNOWLEDGE

#### Focus on Safety

Awareness of the "Focus on Safety" program among Scottsdale licensed drivers remains low. Fewer than two of ten report being familiar with the name. For eight of ten, this was the first time they had heard of the program.

*"There is a program in Scottsdale called Focus on Safety. Would you say you know a great deal, some, only a little or is this the first time you have heard of the Focus on Safety program?"*

|                     | 2004 | 2001 | 2000 | 1999 | 1997 |
|---------------------|------|------|------|------|------|
| A great deal        | 3%   | 2%   | 3%   | 4%   | 3%   |
| Some                | 4    | 3    | 2    | 5    | 7    |
| Only a little       | 12   | 14   | 12   | 13   | 12   |
| First time heard of | 80   | 80   | 82   | 75   | 77   |
| Unsure              | 1    | 1    | 1    | 3    | 1    |

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Photo Radar & Red Light Cameras

Awareness of the operation of photo radar and red light cameras in Scottsdale remains virtually universal.

"As far as you know, are photo radar and red light cameras operating in Scottsdale?"

	2004	2001	2000	1999	1997
Yes	95%	98%	93%	94%	97%
No	2	1	6	4	1
Unsure	3	1	1	2	2

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### Publicity or Reporting About Photo Radar & Red Light Cameras

Respondents were asked a series of questions about their recall of publicity or news stories related to photo radar and red light cameras.

One-third recall publicity or news, reflecting a decrease in awareness from the 2001 survey.

As can be seen in the following table, awareness of publicity is not as related to age of residents as has been seen previously.

*"In the past few months, have you seen any publicity or reporting about photo radar and red light cameras?"*

|               | Yes | No  | Unsure |
|---------------|-----|-----|--------|
| <u>TOTAL</u>  | 33% | 65% | 2%     |
| <u>GENDER</u> |     |     |        |
| Male          | 32  | 67  | 1      |
| Female        | 35  | 63  | 2      |
| <u>AGE</u>    |     |     |        |
| 18 to 24      | 30  | 70  | 0      |
| 25 to 34      | 25  | 75  | 0      |
| 35 to 54      | 30  | 68  | 2      |
| 55 and over   | 35  | 63  | 2      |

Note: Table reads across

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Those recalling reporting or publicity were asked to recount what they remembered most about the publicity or reporting they had seen.

The proportion recalling negative stories continues to decline; currently cited by ten percent.

Positive stories are recalled by three in ten.

Almost half of licensed drivers recall neutral or descriptive stories. Fourteen percent of respondents had no specific recall.

"What do you remember most about advertising and news stories you have seen about photo radar and red light cameras?"

	2004	2001	2000	1999	1997
<u>POSITIVE</u>	<u>31%</u>	<u>26%</u>	<u>36%</u>	<u>27%</u>	<u>34%</u>
<u>SAFETY IMPROVEMENTS (NET)</u>	<u>21%</u>	<u>18%</u>	<u>21%</u>	<u>22%</u>	<u>19%</u>
It's working-has reduced violations, accidents, violators are getting caught	17	12	10	9	18
Has reduced accidents	3	3	7	12	0
Has made the roads safer	2	3	6	4	1
<u>SUPPORT OF IT (NET)</u>	<u>11%</u>	<u>11%</u>	<u>15%</u>	<u>6%</u>	<u>13%</u>
Other cities want to start using it	10	8	8	2	3
People support it	0	2	7	2	2
They're planning to add more	0	0	0	2	0
City government is trying to justify it's use planning to use it	2	1	0	1	7
<u>NEUTRAL/DESCRIPTIVE</u>	<u>47%</u>	<u>54%</u>	<u>35%</u>	<u>52%</u>	<u>45%</u>
<u>LOCATION (NET)</u>	<u>14%</u>	<u>23%</u>	<u>14%</u>	<u>19%</u>	<u>9%</u>
Where they will be located	14	23	8	13	9
Heard on radio where located	0	0	6	4	0
<u>GENERAL AWARENESS (NET)</u>	<u>22%</u>	<u>23%</u>	0	0	0
They are out there	21	17	0	0	0
Slogan - Brake on Yellow, Stop on Red	1	6	0	0	0
<u>LEGALITY</u>	<u>3%</u>	<u>4%</u>	<u>10%</u>	<u>7%</u>	<u>14%</u>
Court cases-people fighting tickets	3	4	9	7	13
Legal issues-whether it's legal or not	0	0	2	0	2
<u>SIGNS (NET)</u>	<u>5%</u>	<u>4%</u>	<u>5%</u>	<u>5%</u>	<u>4%</u>
Have seen alert signs	5	4	5	5	4
<u>CONTROVERSY (NET)</u>	<u>2%</u>	<u>1%</u>	<u>1%</u>	<u>2%</u>	<u>8%</u>
It's controversial	2	1	1	2	8
<u>HOW IT WORKS (NET)</u>	<u>2%</u>	<u>1%</u>	<u>5%</u>	<u>4%</u>	<u>3%</u>
Takes photo of car and owner is contacted	0	0	0	2	2
How it works	2	1	5	1	2
<u>NEGATIVE</u>	<u>10%</u>	<u>13%</u>	<u>15%</u>	<u>25%</u>	<u>34%</u>
<u>LACK OF SUPPORT FOR IT (NET)</u>	<u>3%</u>	<u>7%</u>	<u>14%</u>	<u>13%</u>	<u>27%</u>
People are against it	2	3	6	10	20
Have read or seen news against it	1	3	8	4	2
They might get rid of it	0	1	0	0	3
Petition drive against it	0	0	1	0	2
<u>FINES(NET)</u>	<u>0%</u>	<u>6%</u>	0	0	0
Expensive	0	4	0	0	0
Problems Collecting	0	2	0	0	0
<u>VIOLATES OUR RIGHTS/UNFAIR/UNCONSTITUTIONAL (NET)</u>	<u>7%</u>	<u>1%</u>	<u>0%</u>	<u>2%</u>	<u>4%</u>
<u>NO CHANGE IN THE NUMBER OF ACCIDENTS (NET)</u>	<u>1%</u>	<u>2%</u>	<u>1%</u>	<u>0%</u>	<u>2%</u>
Can't recall	14%	11%	19%	18%	11%

RPT2000264 Photo Radar

As in the prior surveys, respondents were read a list of five different venues where they might have seen advertising or other publicity about photo radar and red light cameras.

Overall, results are generally consistent with those from prior surveys.

Radio traffic reports are the primary source, with almost six in ten recalling having heard about photo radar and red light cameras via this medium.

The proportion recalling flyers sent with water bills has declined from 22 to 14 percent since the 2001 study.

"Do you recall seeing or hearing about photo radar and red light cameras?"

	Yes	No	Unsure
On radio traffic reports	55%	44%	1%
In posters or information cards	16	83	1
In flyers sent with water bills	14	83	3
At demonstrations by the Scottsdale Police	13	85	2
During movie theaters' pre-film advertising	10	84	6

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Some differences are evident in recall of these venues with regard to age and gender of drivers. These are summarized in the following table.

Drivers over 25 years of age are more likely to hear about photo radar on traffic reports than those under 25.

% WHO HAVE SEEN OR HEARD ABOUT  
PHOTO RADAR AND RED LIGHT CAMERAS

|                        | On Radio<br>Traffic<br>Reports | In<br>Posters or<br>Information<br>Cards | In Flyers<br>Sent with<br>Water Bills | At Demon-<br>strations by the<br>Scottsdale Police | During<br>Movie<br>Theater's<br>Pre-Film<br>Advertising |
|------------------------|--------------------------------|------------------------------------------|---------------------------------------|----------------------------------------------------|---------------------------------------------------------|
| <u>TOTAL</u>           | 55%                            | 16%                                      | 14%                                   | 13%                                                | 10%                                                     |
| <u>GENDER</u>          |                                |                                          |                                       |                                                    |                                                         |
| Male                   | 64                             | 19                                       | 17                                    | 13                                                 | 6                                                       |
| Female                 | 47                             | 14                                       | 11                                    | 13                                                 | 14                                                      |
| <u>AGE</u>             |                                |                                          |                                       |                                                    |                                                         |
| 18 to 24               | 17                             | 17                                       | 17                                    | 0                                                  | 0                                                       |
| 25 to 34               | 50                             | 20                                       | 20                                    | 30                                                 | 10                                                      |
| 35 to 54               | 58                             | 19                                       | 15                                    | 12                                                 | 12                                                      |
| 55 and over            | 58                             | 14                                       | 12                                    | 12                                                 | 11                                                      |
| <u>FOCUS ON SAFETY</u> |                                |                                          |                                       |                                                    |                                                         |
| Aware                  | 62                             | 24                                       | 15                                    | 29                                                 | 15                                                      |
| First time heard of    | 52                             | 13                                       | 14                                    | 6                                                  | 9                                                       |

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Further, Scottsdale drivers were asked about other venues where they had seen or heard about photo radar and red light cameras.

Three in ten report they have seen or heard about photo radar and red light cameras on television or have read about them in newspapers.

News on radio is cited as a source of awareness by 17 percent, a slight increase from 2001.

"Where else have you seen or heard about photo radar and red light cameras?"

	2004	2001	2000	1999	1997
News on T.V.	28%	35%	29%	29%	39%
Stories in newspapers	28	26	20	31	21
News on radio	17	14	12	21	20
Other cities or towns	10	7	0	0	0
Street signs/traffic lights	4	5	0	7	11
Editorials in newspapers	5	6	11	4	10
Friends, relatives	1	3	0	4	5
Other	5	2	15	10	4
None	17	17	17	6	21

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After the questions addressing the issues of awareness, drivers were asked if their views of photo radar and red light cameras had changed.

Six in ten indicate they are more supportive of photo radar and red light cameras. The proportion less supportive moved upward, but is still slightly below the 18 percent in 1997, standing at 16 percent currently.

*"Based on what you just mentioned you saw or heard, are you more supportive, less supportive or feel no different about photo radar and red light cameras?"*

|                 | 2004 | 2001 | 2000 | 1999 | 1997 |
|-----------------|------|------|------|------|------|
| More supportive | 60%  | 63%  | 65%  | 63%  | 51%  |
| Less supportive | 16   | 9    | 6    | 9    | 18   |
| No difference   | 22   | 26   | 28   | 26   | 27   |
| Not sure        | 2    | 2    | 1    | 2    | 4    |

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A review of these data for driver segments reveals drivers aged 25 and over are more supportive than younger drivers.

<u>N = 87</u>	<u>More Supportive</u>	<u>Less Supportive</u>	<u>No Difference</u>
<u>TOTAL</u>	60%	16%	22%
<u>GENDER</u>			
Male	58	20	20
Female	62	12	24
<u>AGE</u>			
18 to 24	50	0	50
25 to 34	67	33	0
35 to 54	61	14	25
55 and over	58	16	21

Note: Table reads across

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## IMPACT OF THE PROGRAM

Scottsdale drivers were asked about the impact of the program on a series of specific dimensions.

Results on each dimension have changed favorably from the 2001 survey. One-third feel the program has "done a great deal" to "*reduce the number of people who run red lights*", and one-fourth to "*cut down on speeding*" in the City.

Fully three in ten now feel the program has "*done a great deal*" to "*improve traffic safety in Scottsdale*."

*"Photo radar and red light cameras are now operating in Scottsdale. Do you think the program has done a great deal, some or only a little to..."*

|                                            | A Great<br>Deal | Some | Only a<br>Little | Unsure |
|--------------------------------------------|-----------------|------|------------------|--------|
| Reduce number of people who run red lights | 33%             | 30%  | 25%              | 12%    |
| Improve traffic safety in Scottsdale       | 30              | 31   | 27               | 12     |
| Cut down on speeding in city               | 24              | 35   | 33               | 8      |
| Slow down traffic in general               | 20              | 35   | 38               | 7      |
| Reduce the number of collisions            | 18              | 32   | 30               | 20     |
| Save tax payer dollars                     | 13              | 19   | 34               | 34     |
| Prevent insurance rates from increasing    | 11              | 20   | 42               | 27     |

Note: Table reads across

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The next table displays these data by age groups.

	<u>% FEEL PROGRAM HAS DONE A GREAT DEAL</u>				
	Total	18 to 24	25 to 34	35 to 54	55 and over
Reduce the number of people who run red lights	33%	56%	32%	31%	31%
Cut down on speeding in the city	24	39	24	23	24
Improve traffic safety in Scottsdale	30	28	19	30	34
Slow down traffic in general	20	22	24	17	22
Reduce the number of collisions	18	22	19	18	18
Save taxpayer dollars	13	6	14	14	12
Prevent insurance rates from increasing	11	22	11	10	10
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Drivers were also asked to compare their current driving habits with those before photo radar was operating in Scottsdale and compared to driving habits when in neighboring cities that do not have photo radar.

Scottsdale drivers claiming to be more careful have increased overall, to almost half. Those most likely to be more careful in the presence of photo radar and red light cameras are drivers under 35 years of age.

*"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than when you are driving in cities that do not have photo radar?"*

	More Careful	Not More Careful/No Difference	Unsure
<u>TOTAL</u>	47%	51%	2%
<u>GENDER</u>			
Male	47	51	2
Female	47	51	2
<u>AGE</u>			
18 to 24	60	30	10
25 to 34	68	30	2
35 to 54	45	54	1
55 and over	42	56	2

Note: Table reads across

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"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than you were before photo radar was operating there?"

| | More
Careful | Not More
Careful/No
Difference | Unsure |
|---------------|-----------------|--------------------------------------|--------|
| <u>TOTAL</u> | 44% | 53% | 3% |
| <u>GENDER</u> | | | |
| Male | 44 | 53 | 3 |
| Female | 44 | 53 | 3 |
| <u>AGE</u> | | | |
| 18 to 24 | 55 | 35 | 10 |
| 25 to 34 | 60 | 35 | 5 |
| 35 to 54 | 43 | 54 | 3 |
| 55 and over | 40 | 58 | 2 |

Note: Table reads across

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## OPINIONS OF THE PROGRAM

Support for the use of photo radar and red light cameras is largely unchanged from 2001, and these measures are supported by three-fourths. Two in ten remain opposed and six percent are unsure.

Consistent with prior surveys, women remain more supportive than men, with support among men falling nine points since 2001.

*"In general, do you support or oppose the use of photo radar and red light cameras?"*

	<u>Support</u>	<u>Oppose</u>	<u>Not Sure</u>
<u>TOTAL</u>	74%	20%	6%
<u>GENDER</u>			
Male	65	29	6
Female	83	12	5
<u>AGE</u>			
18 to 24	65	30	5
25 to 34	65	28	7
35 to 54	69	24	7
55 and over	81	15	4

Note: Table reads across

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Respondents were also asked for their perception of how other Scottsdale drivers feel about the program.

Results are roughly similar to those recorded in the prior surveys. While over three-quarters report they support the use of photo radar and red light cameras, they feel only three in ten of other Scottsdale drivers support the program.

"Thinking about other Scottsdale drivers, which of the following best describes how you think they feel?"

| | 2004 | 2001 | 2000 | 1999 | 1997 |
|--|------|------|------|------|------|
| Almost everyone supports it. | 5% | 2% | 4% | 4% | 1% |
| Majority supports it. | 24 | 23 | 23 | 21 | 20 |
| Evenly divided between supporters and
opposers. | 36 | 43 | 39 | 40 | 36 |
| Majority oppose it. | 14 | 16 | 17 | 18 | 25 |
| Almost everyone opposes it. | 5 | 6 | 7 | 6 | 5 |
| Not sure. | 16 | 10 | 10 | 11 | 13 |

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The next table displays these data by gender and age.

	Almost Everyone/ Majority Supports It	Evenly Divided Between Supporters and Opponents	Majority/ Almost Everyone Opposes It	Unsure
<u>TOTAL</u>	29%	36%	19%	16%
<u>GENDER</u>				
Male	27	34	24	15
Female	32	38	13	17
<u>AGE</u>				
18 to 24	45	25	25	5
25 to 34	20	50	25	5
35 to 54	32	34	20	14
55 and over	27	37	15	21

Note: Table reads across

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Respondents were asked why they feel as they do to the prior question. As may be seen below, their responses are about evenly divided between positive and negative.

| | |
|-------------------------|-----|
| <u>POSITIVE</u> | |
| Safety issues | 19% |
| General support | 12 |
| <u>NEUTRAL</u> | |
| Lack of support | 14 |
| Will not solve problems | 7 |
| Unfair | 6 |
| Not cost effective | 3 |
| Poor locations | 1 |
| Don't know | 24 |

Total exceeds 100% due to multiple responses

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Survey respondents were then advised that 35 percent of collisions are due to speeding and six percent to the running of red lights. They were then asked how they felt about photo radar and how they felt about redlight cameras.

Comparable to the 2000 survey, seven in ten are more favorable towards photo radar and eight of ten are more favorable towards red light cameras in light of this information.

*"Statistics show that, 35 percent of collisions are due to speeding and 6 percent of collisions are due to the running of red lights. In light of this, are you more favorable or less favorable towards..."*

	More	Less	No Change	Unsure
Photo radar	71%	18%	8%	3%
Red light cameras	78	13	7	2

Note: Table reads across

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Then, as an overall measure of support or opposition, Scottsdale drivers were asked if they support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale.

Eight of ten support the program, about the same as in 2001. Eighteen percent oppose the program and five percent are unsure.

"Considering everything we've talked about, do you support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale?"

| | 2004 | 2001 | 2000 | 1999 | 1997 |
|--------------------|------|------|------|------|------|
| Support | 77% | 77% | 78% | 80% | 75% |
| Oppose | 18 | 13 | 18 | 17 | 20 |
| No change/Not sure | 5 | 10 | 4 | 3 | 5 |

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A review among the subgroups reveals that women are significantly more supportive than men.

Support for the program among younger drivers increased by 12 points to 75 percent.

	Support	Oppose	No Change/ Not Sure
<u>TOTAL</u>	77%	18%	5%
<u>GENDER</u>			
Male	69	27	4
Female	85	9	6
<u>AGE</u>			
18 to 24	75	15	10
25 to 34	68	25	7
35 to 54	73	22	5
55 and over	82	14	4

Note: Table reads across.

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Three-quarters of Scottsdale drivers feel that photo radar and red light cameras should be used in more locations around the city. The proportion opposed inched up from 19 percent to 23 percent.

"Do you strongly agree, agree, disagree or strongly disagree that photo radar or red light cameras should be used in more locations around the city?"

| | 2004 | 2001 | 2000 | 1999 | 1997 |
|-------------------|------|------|------|------|------|
| Strongly agree | 36% | 35% | 38% | 39% | 34% |
| Agree | 37 | 42 | 37 | 33 | 34 |
| Disagree | 14 | 13 | 15 | 16 | 16 |
| Strongly disagree | 9 | 6 | 8 | 9 | 13 |
| Unsure | 4 | 4 | 2 | 3 | 2 |

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As was seen in the prior surveys, women remain more likely than men to support expansion of the program. Support for program expansion increased among drivers aged 35 and over.

	Strongly Agree	Strongly Agree/Agree	Disagree/Strongly Disagree	Strongly Disagree
<u>TOTAL</u>	36%	73%	23%	9%
<u>GENDER</u>				
Male	31	65	31	13
Female	41	80	17	6
<u>AGE</u>				
18 to 24	20	65	35	10
25 to 34	23	68	32	7
35 to 54	36	72	25	9
55 and over	40	75	19	9

Note: Table reads across

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PERSONAL EXPERIENCE WITH THE PROGRAM

Six percent of Scottsdale drivers report they received a citation for speeding in Scottsdale in the past year, the same finding in the last two studies.

"In the past year, have you personally received a citation for speeding in Scottsdale?"

| | <u>% Yes</u> |
|---------------|--------------|
| <u>TOTAL</u> | 6% |
| <u>GENDER</u> | |
| Male | 5 |
| Female | 7 |
| <u>AGE</u> | |
| 18 to 24 | 0 |
| 25 to 34 | 13 |
| 35 to 54 | 7 |
| 55 and over | 5 |

Note: Table reads across.

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Nine in ten report the tickets were based on photo radar; only eight percent were given the ticket by a police officer.

*"Was the ticket you received based on photo radar or was the ticket given directly to you by a police officer?"*

	<u>2004</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1997</u>
Photo radar	92%	88%	79%	68%	76%
Police officer	8	4	21	28	24

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Eight in ten of those who received a speeding ticket agreed that they have become more attentive drivers as a result of receiving the ticket. This reflects a notable increase from 2001.

"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"

| | 2004 | 2001 | 2000 | 1999 | 1997 |
|----------|------|------|------|------|------|
| Agree | 80% | 58% | 75% | 68% | 59% |
| Disagree | 20 | 38 | 25 | 24 | 35 |

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As in the three prior studies, one percent of Scottsdale drivers report receiving a citation for running a red light in the past year.

All report the ticket was based on a red light camera, and all agree they have become more attentive drivers as a result of the citation.

*"In the past year, have you personally received a citation for running a red light in Scottsdale?"*

	2004	2001	2000	1999	1997
Yes	1%	1%	1%	1%	1%
No	99	99	99	98	99

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"Was the ticket you received based on a red light camera or was the ticket given directly to you by a police officer?"

| | 2004 | 2001 | 2000 | 1999 | 1997 |
|------------------|------|------|------|------|------|
| Red light camera | 67% | 100% | 75% | 67% | 60% |
| Police officer | 33 | 0 | 25 | 33 | 40 |

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*"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"*

	2004	2001	2000	1999	1997
Agree	100%	100%	50%	83	40%
Disagree	0	0	50	17	40
Unsure	0	0	0	0	20

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Two of ten Scottsdale drivers report they or someone they know has been in a car crash in the past 12 months.

The likelihood of being in a crash or knowing someone who was is, again, notably above average among those under 35.

Half indicate they have become more attentive drivers; yet, almost the same percentage indicate it has made no difference.

"Have you, or anyone you know been in a car crash in the past 12 months?"

| | 2004 | 2001 | 2000 | 1999 | 1997 |
|--------|------|------|------|------|------|
| Yes | 21% | 22% | 21% | 24 | 22% |
| No | 79 | 78 | 79 | 75 | 77 |
| Unsure | 0 | 0 | 0 | 1 | 1 |

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	% Yes				
	2004	2001	2000	1999	1997
<u>TOTAL</u>	21%	22%	21%	24%	22%
<u>AGE</u>					
18 to 24	55	31	50	38	47
25 to 34	35	31	24	34	33
35 to 54	19	24	21	20	23
55 and over	16	16	14	22	13

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*"Would you agree or disagree that as a result of that crash,
you have become a more attentive driver?"*

| | 2004 | 2001 | 2000 | 1999 | 1997 |
|----------|------|------|------|------|------|
| Agree | 55% | 49% | 50% | 59% | 47% |
| Disagree | 42 | 45 | 44 | 37 | 43 |
| Unsure | 3 | 6 | 6 | 4 | 10 |

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### SUGGESTED CHANGES IN SCOTTSDALE TRAFFIC ENFORCEMENT PROGRAM

We asked Scottsdale drivers what one change they would make in the city's traffic enforcement program. Four in ten mention traffic enforcement issues, such as more police officers, more red light and photo radar locations and more enforcement in general.

Three in ten mention street improvements and traffic management issues. Negative issues, mentioned by one in ten, include getting rid of photo radar and red light cameras and more flexibility by police.

One in twenty mention safety issues, specifically expanded driver education and outlawing cell phone use while driving.

Two in ten have no suggestions.

*"If you had the power to make one change in Scottsdale's traffic enforcement program, what change would you make?"*

	<u>%</u>
<b><u>ENFORCEMENT (NET)</u></b>	<b><u>39%</u></b>
More police officers	12
More red light photo locations	9
More enforcement	7
More photo radar locations	11
<b><u>ROADS/TRAFFIC MANAGEMENT (NET)</u></b>	<b><u>27%</u></b>
Improve traffic flow/reduce volume	10
Slow traffic/more speed bumps	8
Widen/improve roads	7
More street lights	2
<b><u>NEGATIVE ISSUES (NET)</u></b>	<b><u>9%</u></b>
Get rid of photo radar	4
Get rid of red light cameras	3
More flexibility by police	0
Fewer photo radar locations	2
<b><u>SAFETY ISSUES (NET)</u></b>	<b><u>4%</u></b>
More driver education/training	3
Outlaw cell phones while driving	1
Miscellaneous single mentions	2
None/Don't know	20

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APPENDIX**QUESTIONNAIRE**

BEHAVIOR RESEARCH CENTER, INC.
1101 North First Street
Phoenix, AZ 85004
(602) 258-4554

PHOTO RADAR STUDY
January 2001

JOB ID 2003167

RESP ID

Time Start: \_\_\_\_\_

Hello, my name is \_\_\_\_\_ and I'm calling for Behavior Research Center, a national marketing research firm. We are conducting a survey on traffic safety in communities such as yours and I'd like to speak with you for a few minutes. You may be assured that all your answers will be held strictly confidential.

A. To make sure I am speaking with the correct person, is your residence in Scottsdale? (CONTINUE) Yes...1
(THANK AND TERMINATE) No...2

B. And do you have a drivers license? (IF NO, ASK TO SPEAK TO A LICENSED DRIVER IN HOUSEHOLD) (CONTINUE) Yes...1
No...2

C. Which of the following categories comes closest to your age?
(READ EACH EXCEPT REFUSED) (CHECK QUOTAS)

| | |
|--|---------------------------|
| | 18 to 24...1 |
| | 25 to 34...2 |
| | 35 to 44...3 |
| | 45 to 54...4 |
| | 55 to 64...5 |
| | 65 or over...6 |
| | (DO NOT READ) Refused...7 |

1. There is a program in Scottsdale called Focus on Safety. Would you say you know a great deal, some, only a little or is this the first time you have heard of the Focus on Safety program?

| | |
|--|-------------------------|
| | A great deal...1 |
| | Some...2 |
| | Only a little...3 |
| | First time heard of...4 |
| | Unsure...5 |

2. As far as you know, are photo radar and red light cameras operating in Scottsdale? (CONTINUE) Yes, are operating...1
(GO TO Q4) No, are not...2
Don't know...3

3. Photo radar and red light cameras are now operating in Scottsdale. Do you think the program has done a great deal, some or only a little to... (DO NOT READ NOT SURE)

| | A Great Deal | Some | Only A Little | Not Sure |
|--|--------------|------|---------------|----------|
|--|--------------|------|---------------|----------|

| | | | | |
|---|---|---|---|---|
| A. Improve traffic safety in Scottsdale | 1 | 2 | 3 | 4 |
| B. Cut down on speeding in the city | 1 | 2 | 3 | 4 |
| C. Reduce the number of people who run red lights | 1 | 2 | 3 | 4 |
| D. Slow down traffic in general | 1 | 2 | 3 | 4 |
| E. Reduce the number of collisions | 1 | 2 | 3 | 4 |
| F. Save taxpayer dollars | 1 | 2 | 3 | 4 |
| G. Prevent insurance rates from increasing | 1 | 2 | 3 | 4 |

4. Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than when you are driving in cities that do not have photo radar? More careful...1
Not more careful/No difference...2
(DO NOT READ) Not sure...3

4a. Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than you were before photo radar was operating there? More careful...1
Not more careful/No difference...2
(DO NOT READ) Not sure...3

5. In the past few months, have you seen any publicity or reporting about photo radar and red light cameras? (CONTINUE) Yes...1
(GO TO Q6) No...2
Unsure...3

5a. What do you remember most about advertising and news stories you have seen about photo radar and red light cameras?

5b. Do you recall seeing or hearing about photo radar and red light cameras...(READ EACH; ROTATE)

| Yes | No | Don't Know |
|-----|----|------------|
|-----|----|------------|

| | | | |
|--|---|---|---|
| A. During movie theater's pre-film advertising | 1 | 2 | 3 |
| B. In flyers sent with water bills | 1 | 2 | 3 |
| C. At demonstrations by the Scottsdale Police | 1 | 2 | 3 |
| D. On radio traffic reports | 1 | 2 | 3 |
| E. In posters or information cards | 1 | 2 | 3 |

(IF "YES" TO ONE OR MORE IN Q5b, ASK Q5c. IF "NO" OR "DON'T KNOW" TO ALL IN Q5b, GO TO Q5d.)

5c. Based on what you just mentioned you saw or heard, are you more supportive, less supportive or feel no different about photo radar and red light cameras?

More supportive...1
Less supportive...2
No different...3
Not sure...4

5d. Where else have you seen or heard about photo radar and red light cameras? (RECORD ALL RESPONSES) (DO NOT READ LIST)

News on radio...1
News on TV...2
Stories in newspapers...3
Editorials in newspapers...4
(SPECIFY) Other5

6. In general, do you support or oppose the use of photo radar and red light cameras?

Support...1
Oppose...2
Not sure...3

(DO NOT READ)

6a. Thinking about other Scottsdale drivers, which of the following best describes how you think they feel.

Almost everyone supports it...1
Majority supports it...2
Evenly divided between supporters and opposers...3
Majority oppose it...4
Almost everyone opposes it...5
Not sure...6

6b. Why do you say that?

7. Statistics show that, 35% of collisions are due to speeding and 6% of collisions are due to the running of red lights. In light of this, are you more favorable or less favorable towards: (READ EACH)
- | | More | Less | No Change | Unsure |
|----------------------------|------|------|-----------|--------|
| A. Photo radar | 1 | 2 | 3 | 4 |
| B. Red light cameras | 1 | 2 | 3 | 4 |
- 7a. Considering everything we've talked about, do you support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale?
- Support...1
Oppose...2
No change...3
Not sure...4
- (DO NOT READ)
8. Do you strongly agree, agree, disagree or strongly disagree that photo radar or red light cameras should be used in more locations around the city?
- Strongly agree...1
Agree...2
Disagree...3
Strongly disagree...4
9. In the past year, have you personally received a citation for speeding in Scottsdale?
- (CONTINUE) Yes...1
(GO TO Q11) No...2
- 9a. Was the ticket you received based on photo radar or was the ticket given directly to you by a police officer?
- Photo radar...1
Police officer...2
Don't know/refused...3
- 9b. Would you agree or disagree that as a result of that ticket you have become a more attentive driver?
- Agree...1
Disagree...2
Unsure...3
10. In the past year, have you personally received a citation for running a red light in Scottsdale?
- (CONTINUE) Yes...1
(GO TO Q12) No...2
- 10a. Was the ticket you received based on a red light camera or was the ticket given directly to you by a police officer?
- Red light camera...1
Police officer...2
Don't know/refused...3
- 10b. Would you agree or disagree that as a result of that ticket you have become a more attentive driver?
- Agree...1
Disagree...2
Unsure...3
11. Have you, or anyone you know been in a car crash in the past 12 months?
- (ASK Q12A) Yes...1
(GO TO DEMOS) No...2
Unsure...3
- 11a. Would you agree or disagree that, as a result of that crash, you have become a more attentive driver?
- Agree...1
Disagree...2
Unsure...3
12. If you had the power to make one change in Scottsdale's traffic program, what change would you make? (PRE-CODE; RECORD FIRST ANSWER ONLY)
- More photo radar locations...1
Fewer photo radar locations...2
Get rid of photo radar...4
More red light photo locations...4
Fewer red light photo locations...5
Get red if red light photo light locations...6
Slow traffic down/more speed bumps, etc...7
Widen/improve roads...8
(SPECIFY) Other...9
None/Don't know...10

DEMOGRAPHICS

(OBSERVED DATA:)

Male...1
Female...2

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name so that they may do so? **(VERIFY PHONE NUMBER)**

NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

TIME END: \_\_\_\_\_ TOTAL TIME: \_\_\_\_\_

ADMINISTRATIVE DATA:

INTERVIEWER NAME: \_\_\_\_\_ #: \_\_\_\_\_

INTERVIEW DATE: \_\_\_\_\_

VALIDATED BY: \_\_\_\_\_ #: \_\_\_\_\_

Date of validation \_\_\_\_\_ Validation method: \_\_\_Monitor \_\_\_Callback

CODED BY: \_\_\_\_\_ #: \_\_\_\_\_

Date Coded: \_\_\_\_\_